Pearson BTEC Set Assignment Brief

Part B Set Assignment

Unit 2 – Research and Plan a Marketing Campaign

For use with:

Pearson BTEC International Level 3 qualifications in Business

Certificate/Subsidiary Diploma/Foundation Diploma/Diploma/Extended Diploma

Pearson International BTEC Level 3 qualifications in Enterprise and Entrepreneurship

Certificate/Subsidiary Diploma/Foundation Diploma/Diploma/Extended Diploma

Supervised hours	10 hours

For completion by the centre

Qualification (select as appropriate)	Certificate/Subsidiary Diploma/Foundation Diploma/Diploma Extended Diploma
Assessment date	

Pearson

Instructions to Teachers/Tutors and/or Invigilators

The Pearson Set Assignment will be assessed internally by the centre using the unit Assessment Criteria detailed in the qualification specification. The assignment will be sampled by the Standards Verifier as part of the standards verification annual centre visit.

Conditions of supervision

Learners should use their preparatory work with them as stated in Part A.

The Pearson Set Assignment should be undertaken in conditions that assure the authenticity of outcome. This may require supervision.

We advise that the Pearson Set Assignment be completed in sessions that come to a total of 10 hours. The Pearson Set Assignment should not be shared with learners prior to the start of the assessment period. Teachers/tutors are responsible for security of the Pearson Set Assignment and materials.

Outcomes for Submission

Each learner should submit:

- research notes gathered for Part A Assignment
- marketing Campaign Rationale
- report
- plan for a marketing campaign.

Learners must complete this set assignment on a computer using word processing software. Learners must save their work regularly and ensure that all materials can be identified as their work.
Learners must submit their own, independent work as detailed in the set assignment, together with notes prepared. Each learner must complete an authentication sheet.

Instructions to Learners

Read the Set Assignment Information and Set Assignment carefully.

You will be asked to carry our specific activities using the information provided.

You will be given a specific period to complete the assignment including time to prepare summary notes to support you during the assessment. Your tutor will advise you of the scheduled sessions for this work.

Your notes should:

- be individually and independently prepared by you
- contain a maximum of 4 sides of A4, either handwritten or typed
- use short, bullet-point style information, and cannot contain long narrative pieces of text.

At all times you must work independently and must not share your work with other learners. You must complete an authentication sheet and submit this along with your work. This document contains the information you need to prepare for the Set Assignment.

Set Assignment Information

Scenario

The Business: Wooden Things

Wooden Things is a medium-sized independent designer and manufacturer of premium-priced children's wooden toys. As well as its design and manufacturing workshop, Wooden Things has opened a retail outlet in the country's major international airport. The organisation currently specialises in children's toys but as part of the next stage in its business strategy it has developed a new app, Design-a–Toy. In relation to the development of the app, the business plans to expand.

The owners of Wooden Things want to launch a marketing campaign that will focus on one segment of the market. They would like to attract more customers and increase the probability of them making a purchase. The campaign should run for 12 to 16 weeks.
The business owner wants to stimulate demand for their toys and establish a strong market presence, either nationally or internationally.

You have been asked to plan a marketing campaign for a toy designer and manufacturer, Wooden Things.

Set Assignment

You must complete ALL activities

ACTIVITY 1 - Pre-seen paper

The product

The Design-a-Toy app can be downloaded free of charge and allows users to personalise their toy with characters from their favourite films or TV programmes. The personalised design can then be uploaded to the Wooden Things design studio to be manufactured.

Customers then pay for the resulting wooden toys, which are then 'unique' to the person who has submitted the toy design. You are required to independently investigate the market for toys in your chosen market – either national or international.

Your research should incorporate appropriate methods used in market research including primary and secondary data sources. You may wish also to consider researching weekly/monthly marketing journals, marketing and/or advertising agency websites, business consultancies, and more general business sources.

Your research should cover the following aspects of the toy market:

- competitors
- market size, share and structure
- target market
- trends
- external influences.

Your research should also include investigation into at least one marketing campaign related to the sale of toys in your chosen market. Your research into a specific marketing campaign should include the:

- costs
- timescales
- media used
- message communicated
- use of marketing tools to enhance the effectiveness of the campaign
- appropriateness of the campaign.

ACTIVITY 2 - Marketing Campaign Rationale

Based upon the results of your research prepare a rationale for the marketing campaign for the launch of the new app, Design-a-Toy.
 	
This should clearly evidence the use of marketing tools and models and include:
 	
• marketing aims and objectives
• research data on the market, to include:
  ○ an analysis of your research, using appropriate tools
  ○ target market
  ○ size, structure and trends
  ○ competition
• judgements relating to the reliability and validity of the information researched
• reasons for the approach taken in your rationale.

This activity covers learning aim: A A.P1, A.P2, A.M1, A.D1

ACTIVITY 3 – Report
Based on your rationale from Activity 2, you must produce a plan for your marketing campaign for the new app Design-a-Toy, which should include an appropriate: • campaign budget • timescale • marketing mix • marketing message • selection of media.
This activity covers learning aim: B B.P3, B.P4, B.M2, B.D2

ACTIVITY 4 – Plan for a marketing campaign
Prepare a formal report for the owners of Wooden Things detailing your reasoning for the approaches used in your plan for the marketing campaign.
This activity covers learning aim: C C.P5, C.P6, C.M3, C.D3